GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3956
ANSWERED ON:27.03.2017
Film Tourism
Kher Smt. Kirron

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has recognized the potential of film tourism in the development of tourism in the country;
(b) if so, the details thereof along with the initiatives taken by the Government to encourage film tourism in the country and the extent of success achieved therefrom so far;
(c) whether India has signed MoU/agreement with various countries to develop film tourism and if so, the details thereof;
(d) whether the Government has received any proposal from the various States including Maharashtra regarding publicity and promotion of tourism based projects including documentary films and TV commercials; and
(e) if so, the details thereof and the response of the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) & (b): Yes, Madam. The Ministry of Tourism has recognized films as a powerful tool for the development and promotion of destinations under Niche Tourism Product. Several destinations have gained in terms of tourist inflow by being the venue/location of popular domestic and international films.

The Ministry of Tourism has taken following steps to promote Film Tourism in the country:

â€¢ Signing of a Memorandum of Understanding with the Ministry of Information & Broadcasting in 2012;
â€¢ Joint participation with the Ministry of Information and Broadcasting in the Cannes Film Festival & Market, International Film Festival of India (IFFI, Goa), and European film Market, Berlin;
â€¢ Institution of a National Tourism Award in 2012 in the category "Most Film Promotion Friendly State/UT" to encourage the State Governments and Union Territories to facilitate filming in their region;
â€¢ Formulated guidelines for extending financial support to State Governments/Union Territory Administrations for promotion of Film Tourism. As per these Guidelines, Central Financial Assistance of Rs.2.00 lakh per film will be given to each of the State Governments/U.T. Administrations during each financial year.

The Ministry of Information & Broadcasting has setup the Film Facilitation Office (FFO) which has been mandated to:-

? Act as a single window clearance mechanism for according permissions for filming across India.
? Promote India as a filming destination, leveraging the diverse locales and vast resources available within the film industry.
? Work closely with Central Ministries/Departments and State Governments in setting up single window clearance facilities.
? Establish a dedicated Web portal, to enable the mechanism of single window clearance system online.
? Identify and recommend policy changes (at the central & state levels) that would make India a more film-friendly destination.

(c) to (e): No, Madam.

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